

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 22-28, 1980 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
EVENING									
ABC FRIDAY NIGHT MOVIE	9:00	120 FRI.	A		11,980	15.4	27	198	99
ABC NEWS CLOSEUP(S)	10:00	60 SAT.	A		13,770	17.7	34	186	98
ABC NEWSBRIEF-M-F	VAR	VAR M-F	A		11,980	15.4	29	191	96
ABC NEWSBRIEF-SAT.	9:58	01 SAT.	A		17,890	23.0	41	180	97
ABC NEWSBRIEF-SUN.	8:58	01 SUN.	A		9,340	12.0	19	197	98
ABC SUNDAY NIGHT MOVIE	9:00	124 SUN.	A		14,000	18.0	29	200	99
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A		8,870	11.4	23	200	99
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A		5,520	7.1	12	152	85
ALICE	9:00	30 SUN.	C		16,490	21.2	33	193	98
AMERICAN CHRISTMAS CAROL(S)	9:00	120 THU.	A		9,650	12.4	23	200	99
ARCHIE BUNKER'S PLACE	8:00	30 SUN.	C		16,030	20.6	32	191	98
AUNT MARY(S)	9:00	120 TUE.	C		11,750	15.1	27	186	98
BEAR WHO SLEPT THRU XMAS(S)	8:30	30 TUE.	N		9,570	12.3	20	195	97
BENSON	8:00	30 FRI.	A		13,850	17.8	30	191	96
BREAKING AWAY	8:00	60 SAT.	A		10,500	13.5	23	178	97
CBS EVENING NEWS-CRONKITE	6:30	30 M-F	C		10,810	13.9	28	197	99
CBS EVENING NEWS-DEAN	6:30	30 SUN.	C		9,410	12.1	20	167	92
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C		9,570	12.3	23	147	85
CHIPS	8:23	120 SUN.	N		15,720	20.2	32	212	99
DIFF'RENT STROKES	9:00	30 WED.	N		11,980	15.4	35	206	99
DUKES OF HAZZARD	9:00	60 FRI.	C		18,590	23.9	41	202	99
EIGHT IS ENOUGH	8:00	120 WED.	A		10,040	12.9	29	200	99
FACTS OF LIFE	9:30	30 WED.	N		12,140	15.6	35	197	98
FAT ALBERT CHRISTMAS SPEC(S)	8:00	30 WED.	C		8,480	10.9	25	190	97
FLO	8:00	30 MON.	C		14,630	18.8	30	191	97
GAMES PEOPLE PLAY	8:00	60 THU.	N		10,810	13.9	27	202	98
G.E. PRESENTS OMNIBUS(S)	8:00	60 SUN.	A		8,480	10.9	17	198	98
HART TO HART	10:00	60 TUE.	A		13,540	17.4	32	200	98
HOUSE CALLS	9:30	30 MON.	C		15,870	20.4	31	186	98
I'M A BIG GIRL NOW	8:30	30 FRI.	A		13,540	17.4	30	193	96
INCREDIBLE HULK	8:00	60 FRI.	C		12,600	16.2	28	200	99
J. DENVER & MUPPETS XMAS(S)	8:00	60 TUE.	A		15,560	20.0	34	204	99
JEFFERSONS	9:30	30 SUN.	C		16,180	20.8	32	190	98
KENNEDY CENTER HONORS(S)	9:00	120 SAT.	C		8,400	10.8	20	183	99
KNOTS LANDING	10:00	60 THU.	C		11,280	14.5	28	198	99
LADIES' MAN	8:30	30 MON.	C		12,910	16.6	26	178	96
LITTLE DRUMMER BOY(S)	8:00	30 TUE.	N		9,410	12.1	21	197	97
LITTLE HOUSE-PRAIRIE	8:00	180 MON.	N		12,910	16.6	26	206	99
LOU GRANT	10:00	60 MON.	C		14,320	18.4	30	186	99
LOVE BOAT	9:00	60 SAT.	A		17,430	22.4	39	186	98
MAC DAVIS CHRISTMAS SPEC(S)	9:00	60 TUE.	N		12,210	15.7	27	207	99
MAGIC-DAVID COPPERFIELD(S)	10:00	60 WED.	C		7,700	9.9	23	187	99
MAGNUM, P.I.	9:00	60 THU.	C		14,390	18.5	35	196	99
MARIE	8:00	60 FRI.	N		11,670	15.0	26	194	99
M*A*S*H	9:00	30 MON.	C		16,730	21.5	32	186	98
NBC MAGAZINE	10:00	60 FRI.	N		6,220	8.0	15	192	97
NBC NEWS UPDATE-M-F	VAR	01 M-F	N		11,200	14.4	25	181	95
NBC NEWS UPDATE-SAT.	9:17	01 SAT.	N		10,430	13.4	23	152	90
NBC NEWS UPDATE-SUN.	9:29	01 SUN.	N		15,020	19.3	29	185	95
NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N		8,560	11.0	20	149	84
NBC NIGHTLY NEWS	6:30	30 M-F	N		8,480	10.9	22	206	99
NBC SATURDAY NIGHT MOVIES	8:00	90 SAT.	N		9,730	12.5	22	168	93
NBC THURSDAY NIGHT MOVIES	9:00	120 THU.	N		12,680	16.3	31	197	98
NBC WHITE PAPER(S)	9:30	90 SAT.	N		8,950	11.5	22	183	96
NEWSBREAK-M-F	VAR	01 M-F	C		11,360	14.6	26	171	92
NEWSBREAK-SAT.	8:58	01 SAT.	C		10,890	14.0	24	161	91
NEWSBREAK-SUN.	8:57	02 SUN.	C		15,950	20.5	32	176	94
NFL MONDAY NIGHT FOOTBALL	9:00	164 MON.	A		19,680	25.3	40	205	99
NUMBER "96"	9:00	60 FRI.	N		9,340	12.0	20	181	95
NUTCRACKER(S)	8:30	90 WED.	C		6,150	7.9	18	191	99
ONE DAY AT A TIME	8:30	30 SUN.	C		17,740	22.8	36	194	99
QUINCY, M.E.	10:00	60 WED.	N		9,570	12.3	29	207	99
REAL PEOPLE	8:00	60 WED.	N		12,060	15.5	35	210	98
SANTA CLAUS-COMING-TOWN(S)	8:00	60 THU.	A		9,490	12.2	24	196	99
SECRETS-MOLAND HEIGHTS(B)	10:00	60 FRI.	C		17,270	22.2	41	188	99
SHARKS(S)	10:23	60 SUN.	N		11,280	14.5	26	188	95
60 MINUTES	7:00	60 SUN.	C		17,120	22.0	35	202	99
STEVE ALLEN COMEDY HOUR	10:00	60 TUE.	N		12,370	15.9	29	195	96
THAT'S INCREDIBLE	8:00	60 MON.	A		14,390	18.5	29	199	97
THOSE AMAZING ANIMALS	7:00	60 SUN.	A		9,650	12.4	19	184	94
THREE'S COMPANY	9:00	30 TUE.	A		16,180	20.8	35	202	98
TIM CONWAY SHOW	8:30	30 SAT.	C		12,450	16.0	28	173	95
TOO CLOSE FOR COMFORT	9:30	30 TUE.	A		15,480	19.9	35	204	99
TRAPPER JOHN, M.D.	10:00	60 SUN.	C		15,950	20.5	35	192	97
VEGA\$	10:00	60 WED.	A		10,890	14.0	33	199	99
WALTONS	8:00	60 THU.	C		11,050	14.2	28	195	99
WHITE SHADOW	8:00	60 TUE.	C		12,990	16.7	28	172	96
WKRP IN CINCINNATI	8:00	30 SAT.	C		14,860	19.1	33	178	95
NUMBER OF PROGRAMS	78								
LATE FRINGE									
ABC NEWS:NIGHTLINE T-TH	11:30	21 TU-TH	A		7,390	9.5	28	190	97
ABC NEWS:NIGHTLINE MON	12:29	21 MON.	A		5,210	6.7	26	195	98
ABC WEEKEND REPORT-SAT.	11:00	30 SAT.	A		5,760	7.4	17	177	93
ABC WEEKEND REPORT-SUN.	11:04	15 SUN.	A		4,360	5.6	12	154	87
ALL KINDSA STUFF(S)	11:30	79 SAT.	N		7,390	9.5	29	215	99

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 22-28, 1980 4

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk	Households	%	Share	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	Households	%	Share	No. Sta.	Prog. Covg.
				(000)									(000)				
LATE FRINGE (CONT)																	
CBS NEWS SPEC.RPT.-11.30P(S)	11:30	38 FRI.	C	5,060	6.5	18	143	80	NBA ON CBS(S)	12:30	152 THU.	C	6,690	8.6	31	183	98
CBS SUNDAY NEWS-BRADLEY	11:00	15 SUN.	C	6,850	8.8	18	128	71	NEWSBREAK-11.57	11:57	02 M-F	C	5,990	7.7	27	164	89
CHARLIE'S ANGELS-11.30	11:51	67 THU.	A	3,660	4.7	20	172	94	NEWSBREAK-3.57	3:57	02 MTUWF	C	6,300	8.1	23	175	94
FRIDAYS	12:25	70 FRI.	A	4,900	6.3	27	180	96	ONE DAY AT A TIME-M-F	4:00	30 M-W	C	4,050	5.2	15	121	70
LATE MOVIE I	VAR	VAR MTUTHFC		5,290	6.8	22	155	87	ONE LIFE TO LIVE	VAR	VAR M-F	A	7,550	9.7	31	195	99
LATE MOVIE II	VAR	VAR MTUTHFC		3,500	4.5	23	155	86	PASSWORD PLUS	11:30	30 M-F	N	3,660	4.7	16	177	89
LOVE BOAT-11.30	11:51	68 WED.	A	6,300	8.1	33	164	89	PRICE IS RIGHT 1	11:00	VAR MTUWF	C	6,150	7.9	28	187	94
MIDNIGHT SPECIAL	12:30	90 FRI.	N	2,650	3.4	16	191	93	PRICE IS RIGHT 2	11:30	VAR MTUWF	C	6,770	8.7	30	190	95
NBC LATE NIGHT MOVIE	11:53	68 SUN.	N	2,410	3.1	13	84	50	PRICE IS RIGHT 1-THU(B)	11:00	30 THU.	C	6,690	8.6	35	160	80
POLICE WOMAN-WED.	12:59	47 WED.	A	4,430	5.7	33	156	88	PRICE IS RIGHT 2-THU(B)	11:30	30 THU.	C	7,240	9.3	37	160	80
POLICE WOMAN-THU.	12:58	41 THU.	A	2,410	3.1	20	162	93	RYAN'S HOPE	12:30	30 M-F	A	5,520	7.1	24	185	96
SOUNDS OF CHRISTMAS EVE(S)	11:30	30 WED.	N	6,460	8.3	27	203	91	SEARCH FOR TOMORROW	12:30	30 MTUWF	C	5,450	7.0	24	187	96
TOMORROW SHOW-1	12:30	30 MTUTH	N	3,350	4.3	19	191	98	TEXAS	3:00	60 M-TH	N	3,580	4.6	14	199	98
TOMORROW SHOW-2	1:00	VAR MTUTH	N	1,950	2.5	16	192	98	TODAY SHOW-7.30AM	7:30	30 M-F	N	2,800	3.6	27	213	99
TONIGHT SHOW	11:30	60 MTUTHFN		5,910	7.6	23	211	99	TODAY SHOW-8.30AM	8:30	30 M-F	N	3,730	4.8	23	210	99
TUESDAY MOVIE-WEEK-PART 1	11:51	71 TUE.	A	4,900	6.3	22	172	94	WHEEL OF FORTUNE	VAR	VAR M-F	N	3,730	4.8	18	183	89
TUESDAY MOVIE-WEEK-PART 2	1:02	12 TUE.	A	4,200	5.4	27	172	94	YOUNG AND THE RESTLESS	1:00	60 MTUWF	C	6,690	8.6	27	196	99
NUMBER OF PROGRAMS	22								NUMBER OF PROGRAMS	42							
WEEKDAY DAYTIME																	
ABC DAYTIME NEWSBRIEF-M-F	VAR	VAR M-F	A	7,620	9.8	31	174	93	ABC WEEKEND SPECIALS	12:00	30 SAT.	A	4,050	5.2	17	183	92
ALICE-M-F	10:30	30 M-F	C	6,610	8.5	33	161	93	ABC WIDE WORLD-SPORTS SAT	5:00	90 SAT.	A	9,650	12.4	26	207	99
ALL MY CHILDREN	1:00	VAR M-F	A	8,010	10.3	33	193	99	ALL NEW POPEYE HOUR 1	10:30	30 SAT.	C	5,680	7.3	28	187	90
ANOTHER WORLD	2:00	60 M-TH	N	3,970	5.1	17	203	99	ALL NEW POPEYE HOUR 2	11:00	30 SAT.	C	6,220	8.0	28	184	90
ANOTHER WORLD(B)	2:00	60 FRI.	N	3,270	4.2	12	159	81	AMERICAN BANDSTAND '80	12:30	44 SAT.	A	5,290	6.8	22	167	86
AS THE WORLD TURNS	VAR	VAR MTUWF	C	6,920	8.9	28	194	99	ANIMALS, ANIMALS, ANIMALS	11:30	30 SUN.	A	1,630	2.1	8	140	87
BLOCKBUSTERS	10:30	30 MTUWF	N	3,030	3.9	14	139	77	ASK NBC NEWS-8:58AM	8:58	02 SAT.	N	2,260	2.9	23	191	98
BLUE-GRAY FTBL GM.(S)	3:02	185 THU.	C	10,040	12.9	39	201	99	ASK NBC NEWS-10:58AM	10:58	02 SAT.	N	4,360	5.6	22	200	98
CAPTAIN KANGAROO	8:00	60 M-F	C	2,410	3.1	16	175	98	ASK NBC NEWS-11:58AM	11:58	02 SAT.	N	4,900	6.3	21	176	84
CARD SHARKS	12:00	30 M-F	N	3,190	4.1	14	130	69	ASK NBC NEWS-9:58AM	9:58	02 SAT.	N	3,110	4.0	19	202	99
CBS CHILDRENS-THEATER(S)	4:00	60 FRI.	C	5,840	7.5	19	173	92	BATMAN & SUPER 7 I	11:00	30 SAT.	N	4,430	5.7	21	193	96
DAYS OF OUR LIVES	1:00	60 M-TH	N	4,050	5.2	17	205	99	BATMAN & SUPER 7 II	11:30	30 SAT.	N	4,590	5.9	20	176	84
DAYS OF OUR LIVES(B)	1:00	60 FRI.	N	3,810	4.9	15	166	83	BUGS BUNNY/ROAD RUNNER 1	9:00	30 SAT.	C	3,660	4.7	29	201	99
DOCTORS	12:30	30 M-TH	N	3,190	4.1	15	187	92	BUGS BUNNY/ROAD RUNNER 2	9:30	30 SAT.	C	5,450	7.0	34	201	99
EDGE OF NIGHT	4:00	30 TU-F	A	3,970	5.1	15	149	82	BUGS BUNNY/ROAD RUNNER 3	10:00	30 SAT.	C	6,460	8.3	35	201	99
FAMILY FEUD	12:00	30 M-F	A	5,130	6.6	23	180	91	CBS SPORTS SPECTACULAR	4:48	72 SAT.	C	4,670	6.0	14	156	88
FIESTA BOWL(S)	3:00	210 FRI.	N	9,340	12.0	29	217	99	CHAMPIONSHIPS OF THE USGA(S)	12:00	30 SUN.	A	2,260	2.9	10	159	90
GENERAL HOSPITAL	VAR	60 M-F	A	9,020	11.6	34	195	99	DAFFY DUCK SHOW	10:30	30 SAT.	N	3,970	5.1	21	200	98
GOOD MORNING, AMERICA-730	7:30	30 M-F	A	2,880	3.7	28	201	99	DEAR ALEX & ANNIE-11.55AM	11:55	04 SAT.	A	3,970	5.1	19	184	95
GOOD MORNING, AMERICA-830	8:30	30 M-F	A	4,510	5.8	28	201	98	DEAR ALEX & ANNIE-11.26AM	11:26	03 SUN.	A	2,960	3.8	15	123	83
GUIDING LIGHT	3:00	60 MTUWF	C	7,160	9.2	26	193	99	DRAG PACK	11:30	30 SAT.	C	5,600	7.2	25	176	86
JEFFERSONS M-F	10:00	30 M-F	C	5,680	7.3	30	151	90	DRAWING POWER	12:30	30 SAT.	N	2,570	3.3	11	158	79
LAS VEGAS GAMBIT	10:00	30 MTUWF	N	2,650	3.4	13	132	74	FACE THE NATION	11:30	30 SUN.	C	3,270	4.2	15	172	98
LOVE BOAT DAYTIME	11:00	VAR MTUWF	A	6,920	8.9	31	194	98	FLINTSTONE'S COMEDY SHW 1	9:00	30 SAT.	N	2,410	3.1	19	202	99
MORNING-CHARLES KURALT	7:15	45 M-F	C	1,790	2.3	19	183	98	FLINTSTONE'S COMEDY SHW 2	9:30	30 SAT.	N	3,190	4.1	20	202	99

Δ Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 22-28, 1980 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)									
FLINTSTONE'S COMEDY SHW 3	10:00	30 SAT.	N		3,730	4.8	20	202	99
FONZ/HAPPY DAYS GANG	9:00	30 SAT.	A		4,050	5.2	30	195	99
GODZILLA/HONG KONG 1	8:00	30 SAT.	N		1,400	1.8	24	195	98
GODZILLA/HONG KONG 2	8:30	30 SAT.	N		2,330	3.0	26	191	98
GREATEST SUPERFRIENDS-1	8:00	30 SAT.	A		1,090	1.4	18	174	90
GREATEST SUPERFRIENDS-2	8:30	30 SAT.	A		1,870	2.4	21	174	90
HEATHCLIFF & DINGBAT	11:00	30 SAT.	A		4,670	6.0	23	193	98
IN THE NEWS- 8.26AM	8:26	03 SAT.	C		1,710	2.2	26	181	97
IN THE NEWS- 8.56AM	8:56	03 SAT.	C		2,720	3.5	28	182	96
IN THE NEWS- 9.26AM	9:26	03 SAT.	C		4,360	5.6	31	201	99
IN THE NEWS- 9.59AM	9:59	03 SAT.	C		6,150	7.9	35	201	99
IN THE NEWS-11.56AM	11:56	03 SAT.	C		5,760	7.4	25	176	86
IN THE NEWS-12.26PM	12:26	03 SAT.	C		5,840	7.5	22	176	88
IN THE NEWS-12.56PM	12:56	03 SAT.	C		5,600	7.2	24	167	92
IN THE NEWS- 1.26PM	1:29	01 SAT.	C		7,080	9.1	29	166	92
IN THE NEWS- 8.26AM-SUN.	8:26	03 SUN.	C		540	.7	10	36	33
IN THE NEWS- 8.56AM-SUN.	8:56	03 SUN.	C		470	.6	5	37	34
IN THE NEWS-10.56AM	10:56	03 SAT.	C		5,910	7.6	29	187	90
IN THE NEWS-11.26AM	11:26	03 SAT.	C		6,070	7.8	26	184	90
JASON OF STAR COMMAND	8:30	30 SUN.	C		470	.6	6	37	34

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
THREE ROBONIC STOOGES	8:00	30 SUN.	C		<<			36	33
THUNDARR-THE BARBARIAN	10:30	30 SAT.	A		6,150	7.9	31	193	98
TIME OUT-8:28AM	8:28	02 SAT.	N		1,710	2.2	27	195	98
TIME OUT-9:28AM	9:28	02 SAT.	N		2,800	3.6	20	202	99
TIME OUT-10:28AM	10:28	02 SAT.	N		3,660	4.7	19	202	99
TIME OUT-11:28AM	11:28	02 SAT.	N		4,900	6.3	23	193	96
TIME OUT-12:28PM	12:28	02 SAT.	N		3,890	5.0	16	151	76
TOM AND JERRY	8:30	30 SAT.	C		2,330	3.0	23	182	96
NUMBER OF PROGRAMS					78				

JONNY QUEST	12:00	30 SAT.	N		4,360	5.6	18	151	76
KIDS ARE PEOPLE TOO I	10:30	30 SUN.	A		1,950	2.5	10	123	83
KIDS ARE PEOPLE TOO II	11:00	30 SUN.	A		2,800	3.6	14	123	83
+ALIBERTY BOWL(S)	2:00	173 SAT.	A		5,990	7.7	21	201	99
MEET THE PRESS	12:00	30 SUN.	N		3,110	4.0	15	178	96
MIGHTY MOUSE-HECKL-JECKL	8:00	30 SAT.	C		1,320	1.7	22	181	97
NCAA BASKETBALL-NAT'L	2:00	125 SAT.	N		4,510	5.8	16	188	97
NEW FAT ALBERT SHOW	12:00	30 SAT.	C		5,680	7.3	22	176	88
+ NFC PLAYOFF PRE(S)	1:00	30 SUN.	C		13,380	17.2	46	204	99
+ NFC PLAYOFF GAME(S)	1:30	194 SUN.	C		22,480	28.9	62	205	99
+ NFC POST GAME(S)	4:44	16 SUN.	C		13,620	17.5	36	195	98
+ NFL '80-NBC-SUN(S)	4:30	30 SUN.	N		8,010	10.3	21	216	99
+ NFL PLAYOFF GAME-SUN(S)	5:00	203 SUN.	N		19,530	25.1	44	216	99
PLASTICMAN/BABY PLAS SHOW	11:30	30 SAT.	A		4,280	5.5	21	184	95
RICHIE RICH	9:30	30 SAT.	A		4,590	5.9	27	195	99
SCHOOLHOUSE ROCK-8.26AM	8:26	03 SAT.	A		1,400	1.8	21	174	90
SCHOOLHOUSE ROCK-10.26AM	10:26	03 SAT.	A		5,370	6.9	28	196	99
SCHOOLHOUSE ROCK-10.56AM	10:56	03 SAT.	A		5,840	7.5	29	193	98
SCHOOLHOUSE ROCK-11.55AM	11:55	04 SUN.	A		2,020	2.6	9	140	87
SCOOBY & SCRAPPY DOO	10:00	30 SAT.	A		5,600	7.2	30	196	99
SPORTSWORLD-SAT	4:05	115 SAT.	N		6,300	8.1	20	169	90
+ SUN BOWL(S)	1:30	198 SAT.	C		7,780	10.0	28	198	99
SUNDAY MORNING	9:00	90 SUN.	C		3,350	4.3	25	117	80
ATARZAN/LONE RANGER-1	12:30	25 SAT.	C		5,680	7.3	25	167	92
ATARZAN/LONE RANGER-2	1:00	25 SAT.	C		6,540	8.4	27	166	92

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000

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